



# **The Write Stuff!**

## ***Writing Tips for Crafting Grant Proposals***

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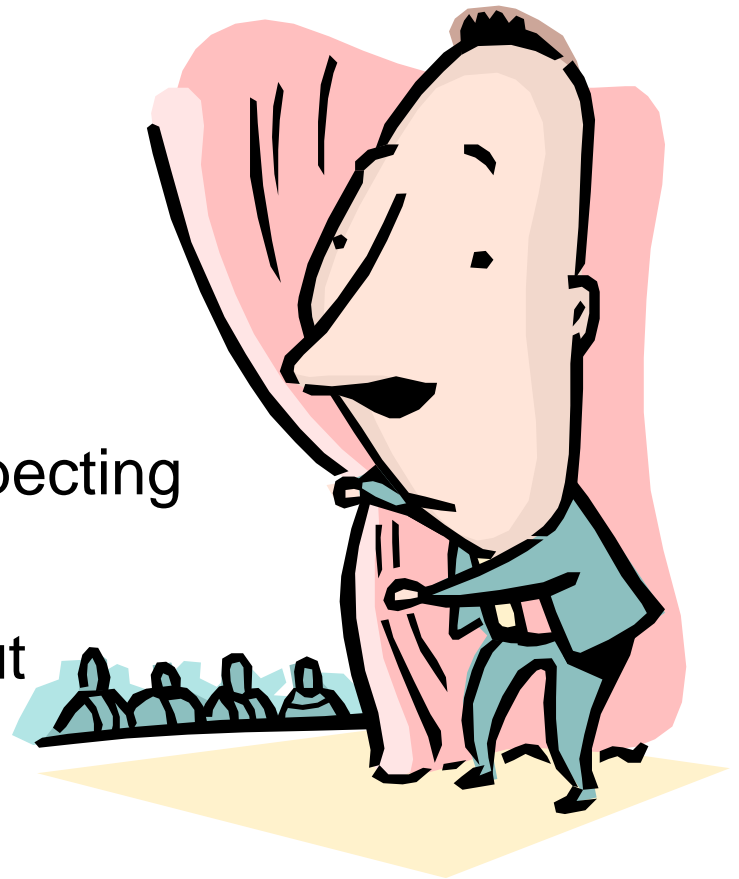
# Know Where You're Going

- Identify your writing goal
- Remember this is a business document
- **TELL, don't sell**—no emotional language, marketing messages, or sound bites
- Use a formal (but non-stuffy) tone
- Use expository writing



# Write for Your Reader

- Write with an audience in mind
- Do you know who is reading your grant?
- What does “writing for your reader” mean?
  - Giving them what they are expecting
  - Responding to their questions
  - Not making assumptions about what they know



# Be Prepared to Revise/Edit

- Recycled narrative should be rewritten and edited
- 90% of writing is *rewriting*
- Three draft rule (minimum)
- Edit for clarity, adherence to the RFP questions, and space
- One reading is all you get!



# Revision and Editing Made Easy

- Revision (major changes)—content, answering RFP questions, clarity, and flow
- Editing (finishing touch)—spelling, punctuation, space limitations, odd page breaks
- Three common writing traps
  - Active v. passive voice
  - Fluffy phrases
  - Hyperbole and overstatement



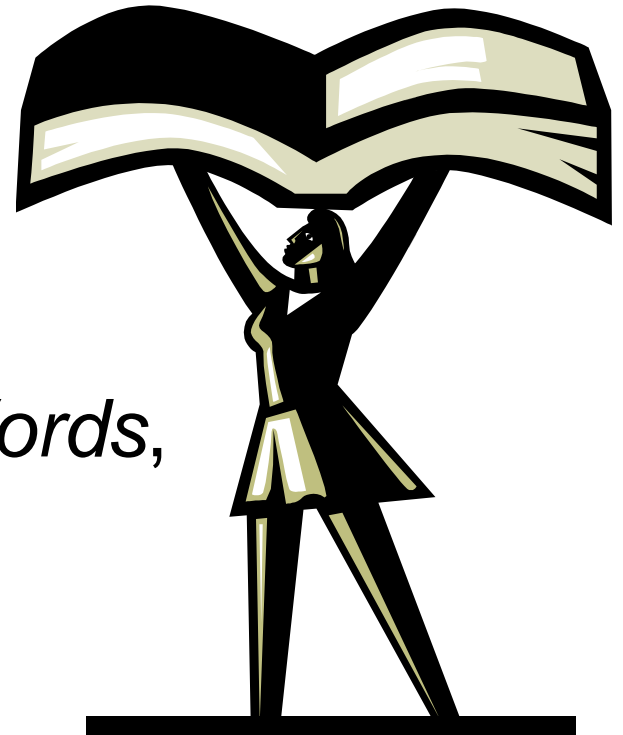
# Ask for Help

- Have someone else read your grant
- You're looking for them to *im*prove it, not *ap*prove it!
- Be specific about what you need
  - Did I answer the questions?
  - Did you understand?
  - Do **you** have questions?
  - What should be changed and how?



# Resources for Writers

- *The Elements of Style*, Williams Strunk, Jr. and E.B. White
- *The Associated Press (AP) Stylebook*, Norm Goldstein
- *Roget's College Thesaurus*
- *Edit Yourself: A Manual for Everyone Who Works with Words*, Bruce Ross-Larson
- *On Writing*, Stephen King



# Questions?

